

Studebaker Hawks



sports car fun with room for 5



GET IN . . . GRAB THE WHEEL . . . THIS IS MOTORSPORT!

The adventurous spirit you feel in something really new . . . the look of speed, carved in low-slung lines . . . the excitement of an engine alive to your light touch on the throttle—all this, and more, is yours in the Studebaker Hawks for 1957!

The appeal of the sports car is well known—but it wasn't till Studebaker geared up for motor-sport that *families* found *their own special brand* of sports cars, designed and built for everyday use.

All the exciting feel of the sports car cockpit is here, yet the Hawk will seat five. And these cars are engineered to your practical requirements for performance, comfort and family use.

You'll see the result in these pages—a distinctive new character in motoring . . . *a genuine family sports car!*



ADVENTURE BEGINS WITH A TURN OF THE KEY

*Sports car adventure—for the whole family—comes true
in an excitingly new and supercharged Golden Hawk*

This is the Golden Hawk—something very special in motoring.

This is a sports car—dart-fast with quicksilver response in its 275 supercharged horsepower.

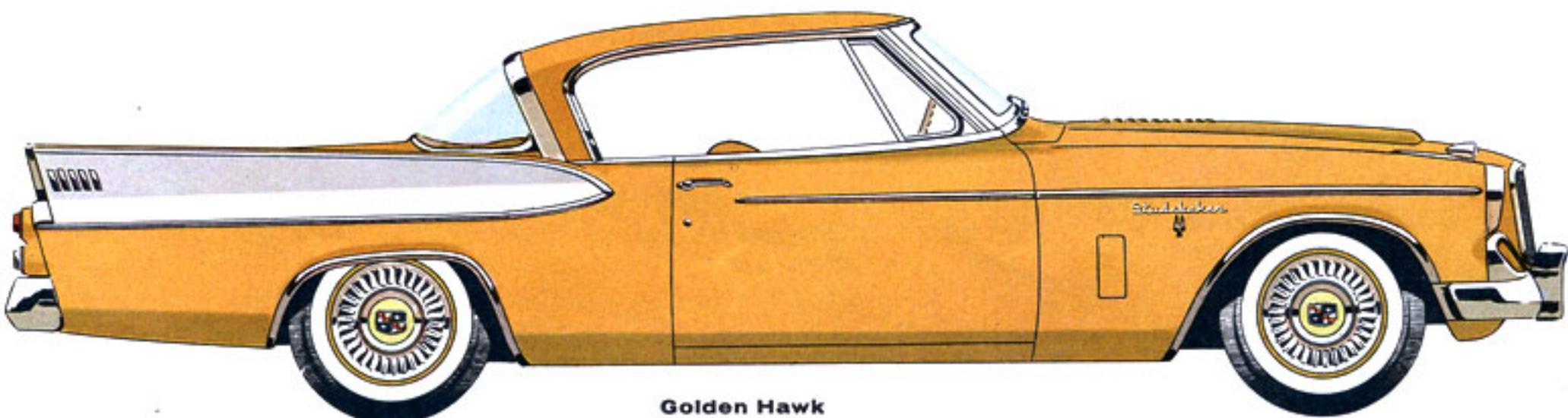
Yet, this is a pleasure car, too—

perfect companion for loafing along your family's favorite scenic route.

This is a style-setting car—one that blends sports car grille, canted ridge-back fenders and swift silhouette in rare beauty of total design.

This is a car that restores the fun and excitement to luxury motoring.

No other American motor automobile offers such rich and varied enjoyment in true sports car action with family sedan advantages!



Golden Hawk

For its sports car heritage, look closely at the profile view below. The sweep of its rakish lines . . . the careful, subtle use of chrome . . . the dynamic look of its louvered supercharger housing—these are pure sports car, with the unmistakable thoroughbred quality you'd recognize anywhere.

Open the door, and you slip into an atmosphere of rare luxury, treated with distinctive simplicity. Here is spacious comfort for five persons on rich, pliable vinyls or thick fabrics that contrast smartly with the gleaming sports car panel. The invitation to take command on the open road is irresistible.

And when you do, commonplace driving is transformed into a refreshing experience you've forgotten since you first mastered the arts of motoring!

NEW JET-STREAM SUPERCHARGER

This year, the Golden Hawk introduces to American sports cars the unique advantages of Jet-Stream supercharging, teamed with Studebaker's mighty Sweepstakes 289 V8. You gain amazing new versatility in performance, with Overdrive or Flight-O-Matic — at a toe-touch, your Hawk glides along gently or instantly surges ahead of the pack, as you wish.

Even with greater reserve power for flashing acceleration and passing safety at cruising speed, you retain new economy in normal ranges of driving. None of Studebaker's famous V8 mileage is sacrificed in city traffic or cruising, where Jet-Stream action is not needed.

The result is ideal: Tremendous power when you want it, extraordinary efficiency at all times—plus outstanding performance per pound, by industry-wide standards! And, supercharger operation is noiseless, automatic, and requires only normal maintenance attention.

NEW SPORTS CAR HANDLING

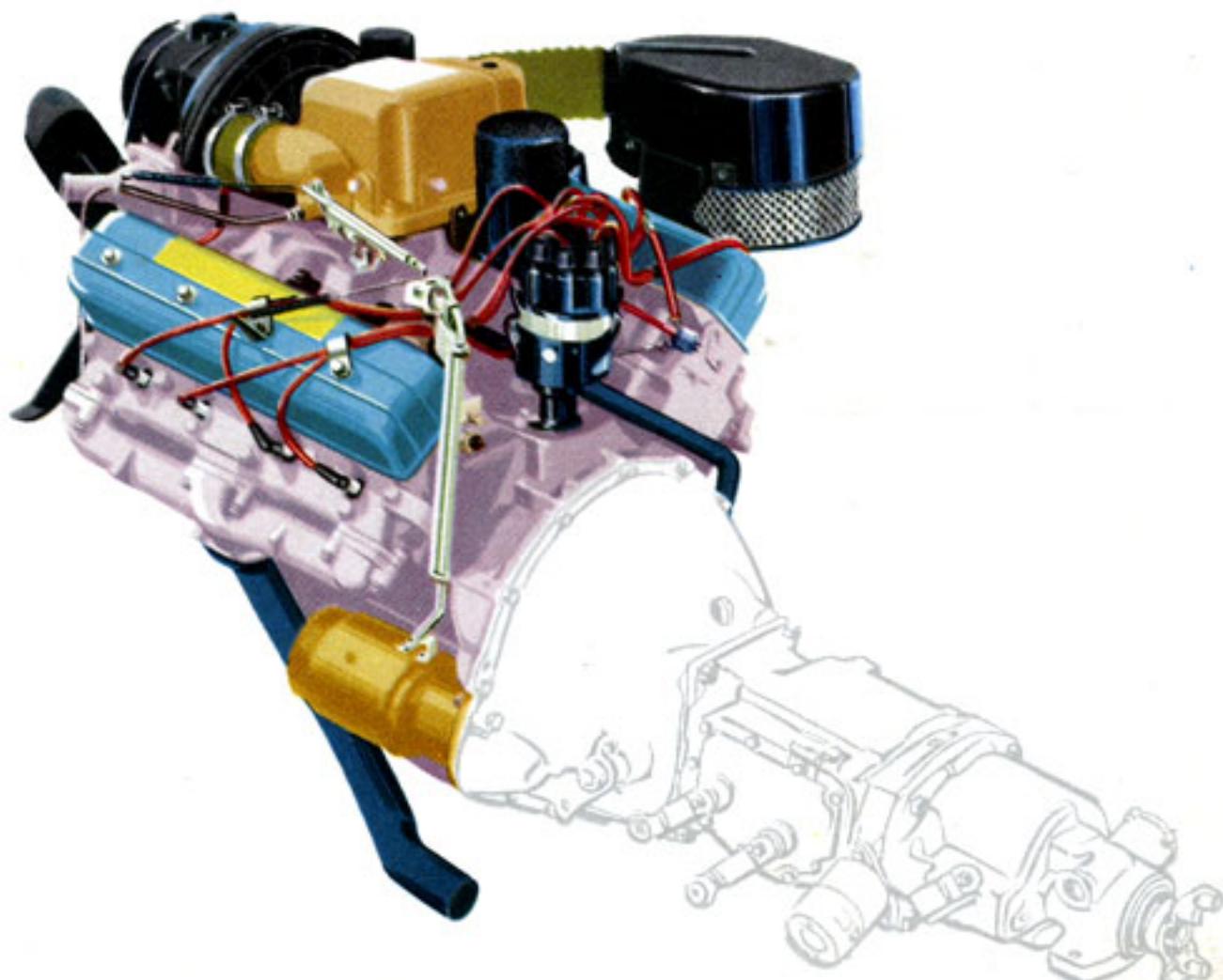
There's news in the advanced roadability of the Hawks, too. Mechanical superiorities in steering design afford new and eager response for every maneuver.

New refinements in shock control and rear springing create a Hawk roadability that perfectly combines boulevard smoothness and sports car agility in tortuous turns!

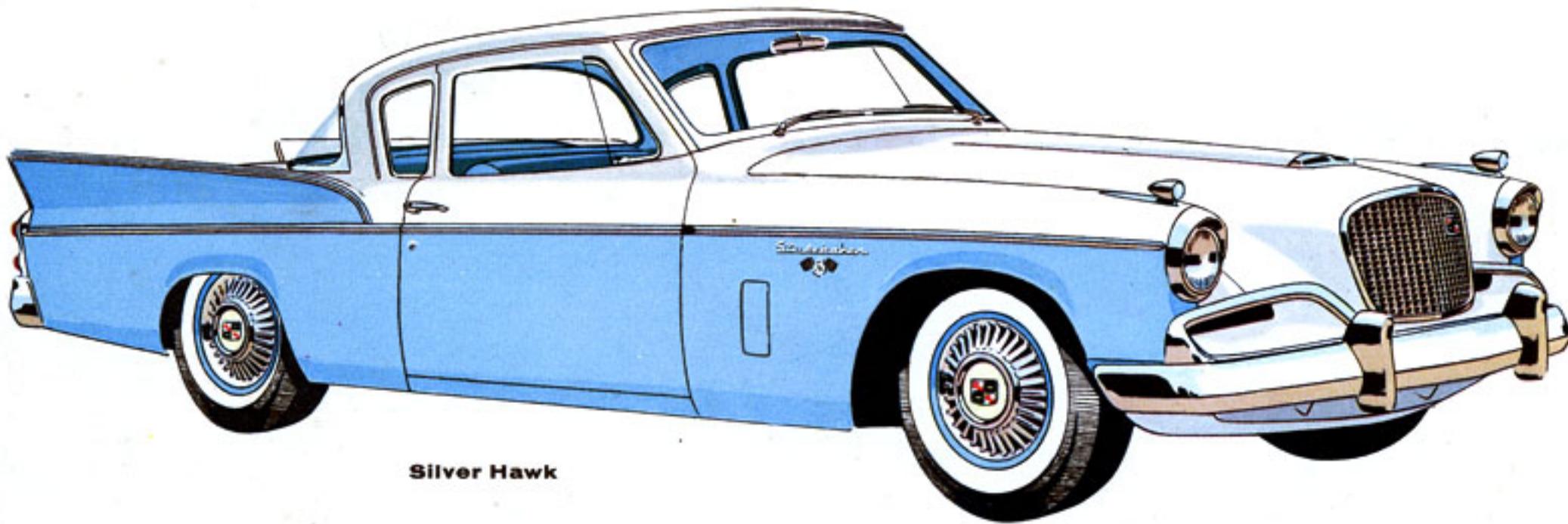
Only one thing remains—the astonishing way in which *all* Hawk qualities unite in motoring that is completely unlike anything you've known before. And this can only be yours in that memorable hour of discovery when you first drive the Golden Hawk.



Head room and leg room of surprising dimensions greet all who enter Studebaker's Golden Hawk. Deeply cushioned seats place five persons in relaxed comfort; perforated vinyl ceiling soothes the sounds of traffic. A movable center arm rest for rear seat passengers raises into place when desired.



New, versatile 275-hp performance for any kind of driving teams the Sweepstakes 289 V8 with a centrifugal type McCulloch supercharger that's self-lubricated and noiseless. When automatically called into action, the Jet-Stream element employs a high speed blower to hurtle greater quantities of fuel-air mixture into each cylinder for maximum explosive power.



Silver Hawk

A new low-to-the-road Silver Hawk teams sports car roadability, high-finned styling and a choice of power—at modest price

THE SPORTS CAR YOUR BUDGET WON'T BELIEVE

If you like the full-bodied sports car feel that no sedan has ever captured . . . above all, if you've shopped without success for a *distinctive* car at a price your budget could afford—Studebaker's racy new Silver Hawk is your dream car come true.

The Studebaker Silver Hawk is a *family* car, five persons big—a go-everywhere, do-everything automobile that can handle a vacation-size load of luggage!

Yet it carries the unmistakable

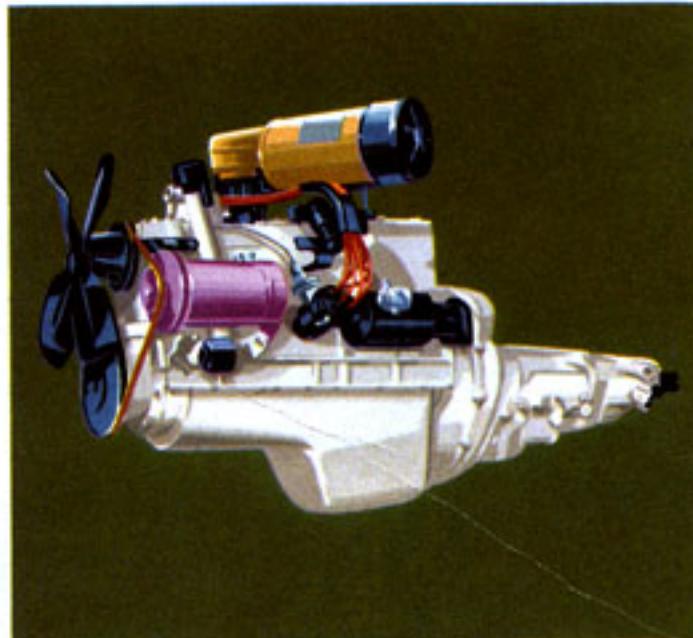
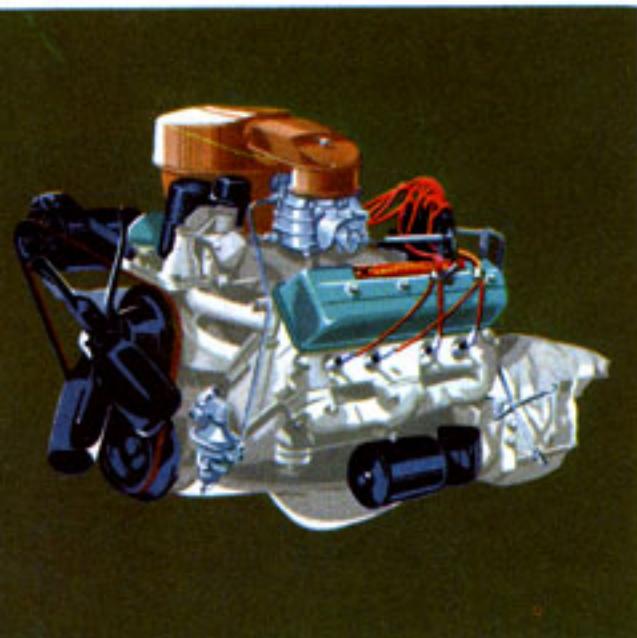
excitement of motorsport, too. In its clean grillework . . . its functional yet elegant parking lights . . . its distortion-free sports car windshield . . . in the bold sweep of the fender line . . . you see *the* classic American sports car styling of 1957!

What's more, this beauty handles even better than she looks—a true counterpart of the Studebaker Golden Hawk in performance and ride. Corners as if "on rails." Swoops over roads and around S-curves with

faultless precision. There's no sensation of wrestling the wheel at any time, parking included (ladies, please note).

WHICH DO YOU LIKE—V8 OR SIX?

For power, take your pick of two engines that are masterpieces of the engineer's art. If you want unmatched economy with your family sports car pleasures, you'll like the 101-hp Sweepstakes 185. You'll enjoy America's most dependable,



AT LEFT, SWEEPSTAKES 289 V8

225 hp @ 4500 rpm, 305 ft.-lbs. torque at 3000 rpm with optional 4-barrel carburetor; 210 hp, 300 ft.-lbs. torque with 2-barrel carburetor. Displacement, 289 cu. in.; bore, 3.56 in., stroke, 3.63 in.; compression ratio, 7.5 to 1. Dual exhausts, oil filter, new paper filter air cleaner and higher-capacity fuel pump standard equipment.

AT RIGHT, SWEEPSTAKES 185 SIX

101-h.p. @ 4000 rpm; 152 foot-pounds torque @ 1800 rpm; displacement 185.6 cu. in.; bore 3.0 in., stroke 4.38 in.; compression ratio, 7.5 to 1; gear type cam-shaft drive; aluminum alloy heat-dam pistons; automatic choke, spark control, manifold and coolant heat controls standard equipment.

economical Six — plus 152 foot-pounds of torque that can make this Hawk get up and go when you give the word!

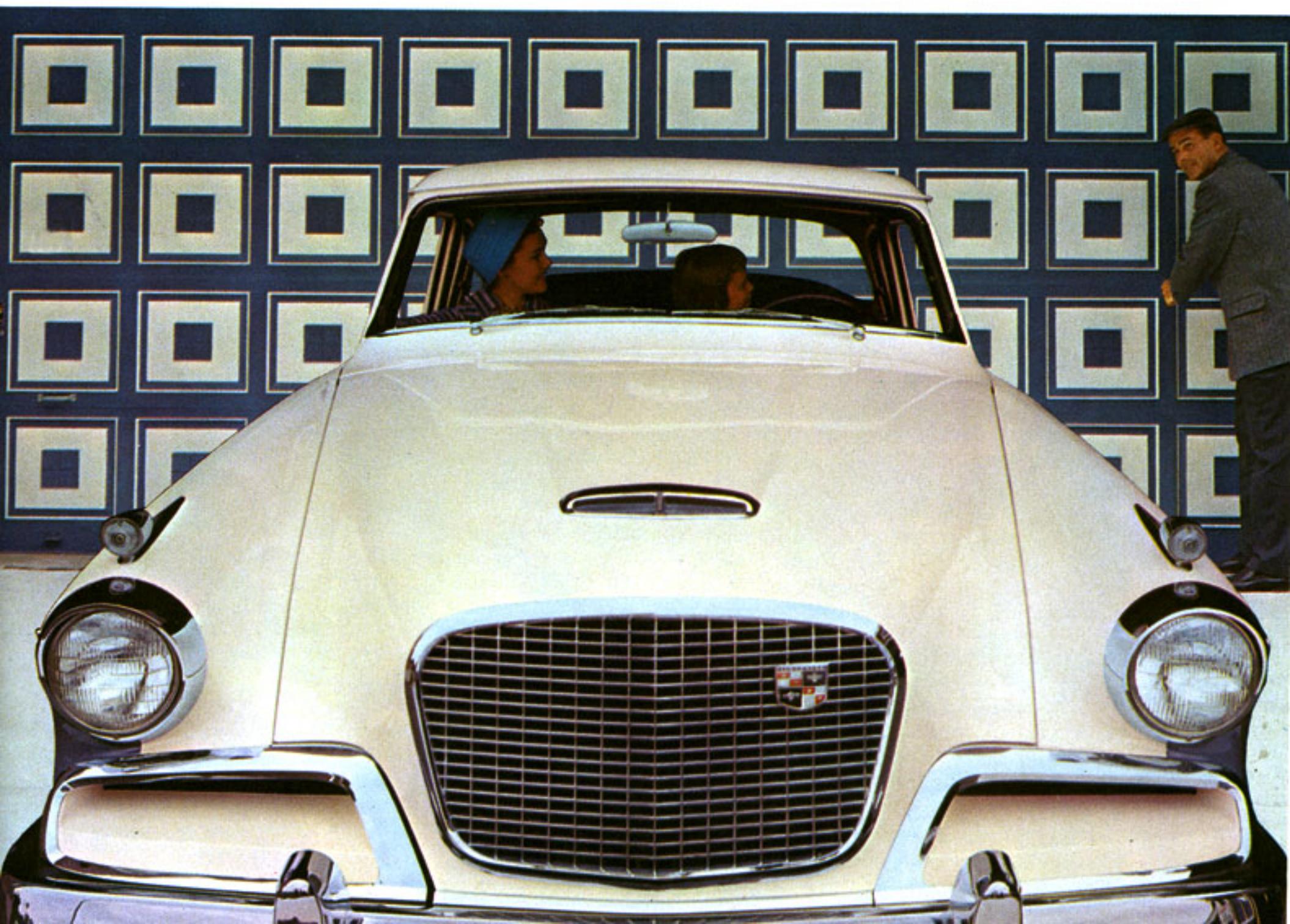
But if it's pure power you want, you'll go for the Sweepstakes 289 V8 with 4-barreled carburetor—225 horses strong and rarin' to roll. You'll get the punch of 305 foot-pounds of torque, plus the benefits of jet-fast acceleration and full-range V8 performance that won't "peak out" just when you need to pass some lesser V8 on the highway.

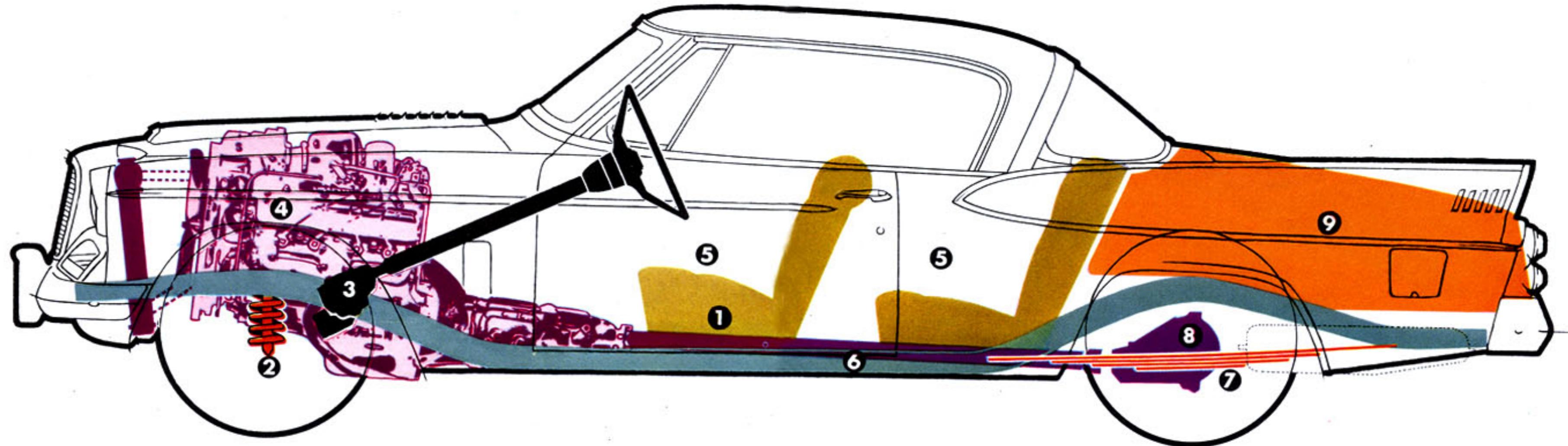
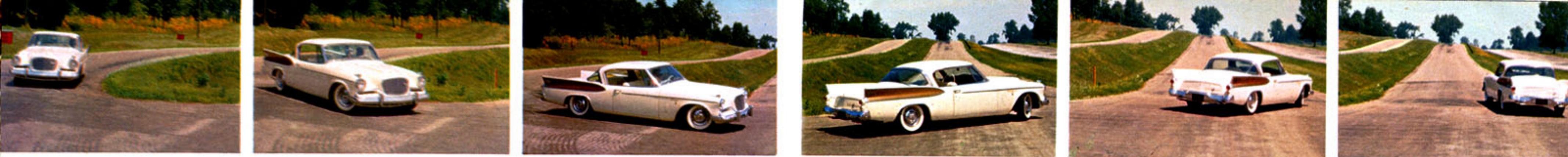
Either way, it's a matter of how and where you drive that will decide which power plant will make you happiest. Of course, if you're alert to the plus-roadability of optional Twin-Traction for better cornering, and incomparable control in slippery spots, you'll want your Hawk V8 equipped to make this feature available to you.

In short, if you want a car that trims all comers for all-around duty—if you want craftsmanship to be proud of, from its eight-coat finish down—your dealer will be happy to place your order for a Studebaker Silver Hawk right now.



New interiors in the best sports car tradition are yours to enjoy in the new Silver Hawk. These are special fabrics selected for durability and beauty, or optional all-vinyl trims to harmonize with paint colors. Thoughtful touches, such as front seat ash trays, conveniently placed in the doors, are everywhere.





X-RAY REPORT ON A ROAD-SURE RIDE

Here's how the '57 Hawks stand up to the sternest tests of a sports car

It is here, in the mechanics of ride and maneuverability, that Studebaker's new Hawks have made their most significant advances over the models that became America's most popular family sports car in 1956!

Pulling away from the curb in a test drive, you notice first the new *fast-action steering*, now on Hawk V8s—fully 25% easier than ever before. Studebaker's exclusive *variable-ratio steering gear* in all models cuts normal effort for cornering, yet affords precise straight line control. The secret lies in gear arrangement that works *with* you all the time.

On normal streets, these Hawks smooth out a road bed like nothing you've ever driven before! Yet hit

a rail crossing or swing through a rough side street and you discover that the boulevard ride of minutes ago is matched by a smooth sure-footedness that adds greatly to safe handling!

Studebaker's special formula of *long-travel* front coil springs plus *swept-back* suspension arms makes the difference. Wicked wheel thumps are reduced to glancing blows, even before they reach springs and shock absorbers—and long travel action softens them further. When you add Studebaker's improvements in shock control and rear spring action, it totals up to a wonderful new ride!

The third achievement—optional *Twin-Traction**—makes itself felt in

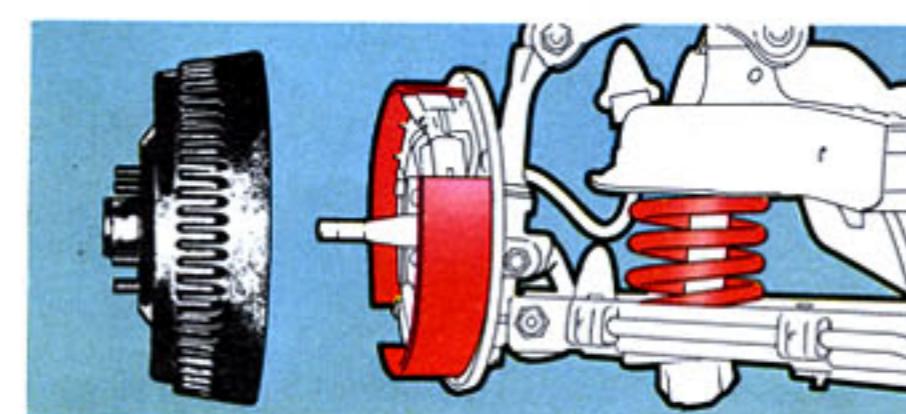
many ways. Because Twin-Traction (unlike conventional differentials) always delivers engine power to the "gripping" wheel in soft footing and on slippery streets and rough roads, you maintain better traction and gain greater safety and roadability at all times.

Better still, each new feature seems to increase the effectiveness of other Hawk features: unusually low center of gravity; excellent finned-drum brakes; well-balanced distribution of weight, high power-to-weight ratios.

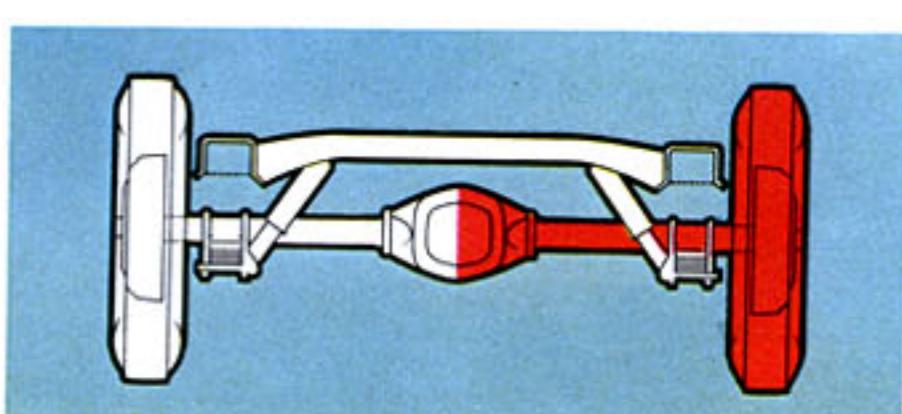
All told, it's an all-new Hawk ride that gives you more comfort and *command* than you've ever before known in one sports car.

ANATOMY OF A FAMILY SPORTS CAR

- 1 Low center of gravity for exceptional roadability
- 2 Extra-long travel front coil springs
- 3 New improved-action steering
- 4 Outstanding performance-to-weight ratios by industry standards (Golden Hawk)
- 5 Comfort-contoured seating for five persons
- 6 Strong six-crossmember box section frame
- 7 Inboard-outboard mounted plastic-lined rear leaf springs
- 8 New Twin-Traction differential for greater control in all driving situations*
- 9 Vacation-size luggage compartment.



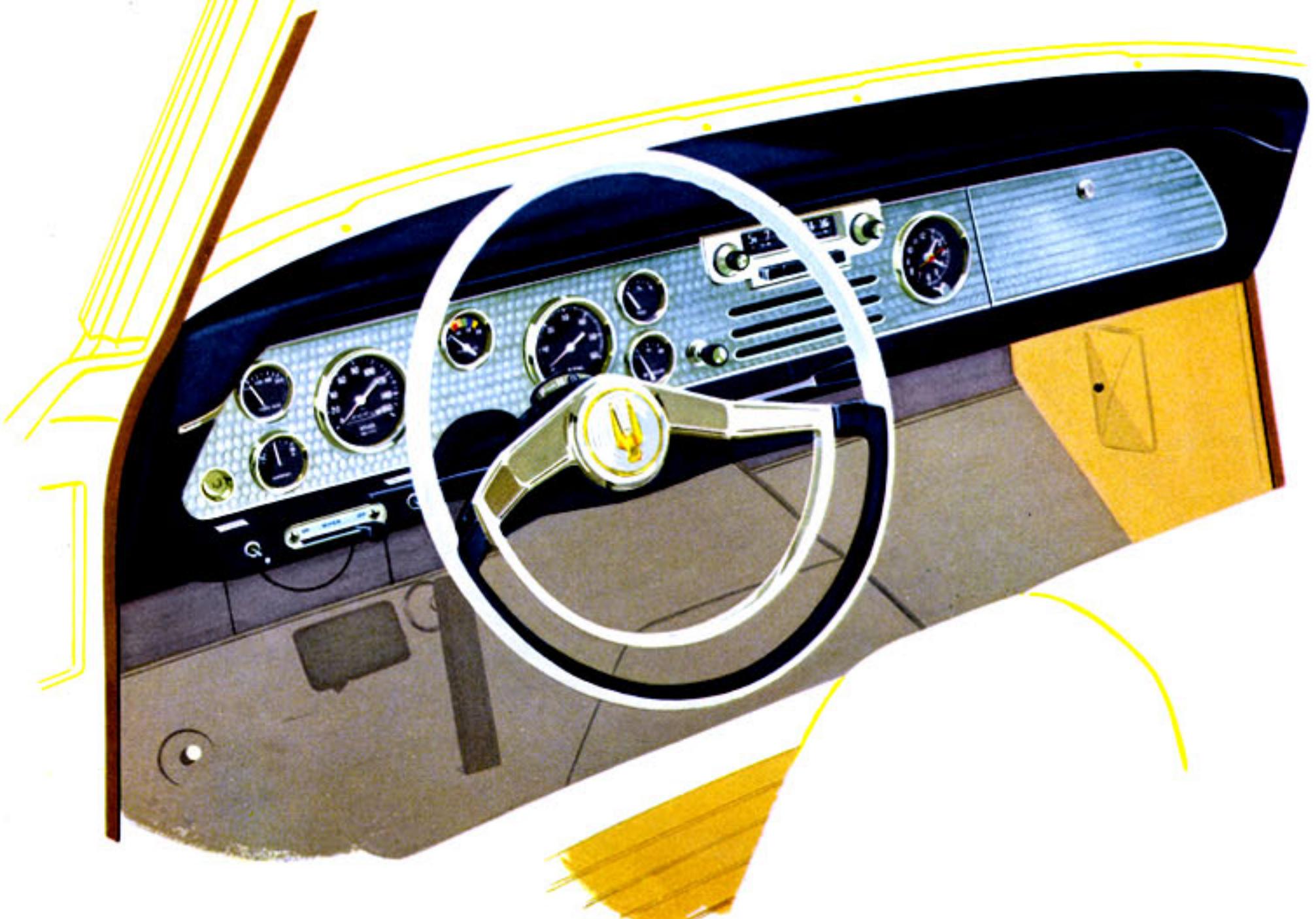
Superb brakes give '57 Hawks the industry's top brake lining-to-weight efficiency. Finned drums for all V8 Hawks shed heat faster, insure more hard, fast stops without fade than any American car.



Long-Travel front springs plus swept-back suspension arms create new roadability *without* the penalty of "sports car stiffness" on smooth roads. Improved shock absorber action gives you full-range cushioning.

New Twin-Traction* means new roadability to the sports car! Locking differential principle disciplines high horsepower and torque for greater traction and control at all speeds and under all road conditions.

*Optional at extra cost on V8s.



Safety, style and motoring tradition shape an

INSTRUMENT PANEL FOR SPORTS CAR PILOTS

Now let's settle behind the wheel for an inside view of America's most popular sports car!

One glance at the instrumentation tells you that here is another good reason for that popularity. Before you stands the only authentic, custom designed dash panel

offered in an American sports car!

No "production" compromises—it's pure Hawk from toggle switches to engine-turned facing. Each dial is a black jewel of precision and clarity. In the performance-bred Golden Hawk you'll find a tachometer and vacuum gauge, too; in

the Silver Hawk, an accessory sweep-second clock can be placed in the tach location to preserve the symmetry of its grouping.

Flanking the speedometer-tachometer dials are the engine temperature, gas, and oil pressure gauges—each separately placed for instant

reading. Below, in aircraft array, are the toggles—individually illuminated for easy nighttime use.

It's an ideal layout for the kind of driving you'll find yourself doing in a Hawk, safety-researched for speed of reading and styled with the unmistakable stamp of the sports-touring car.

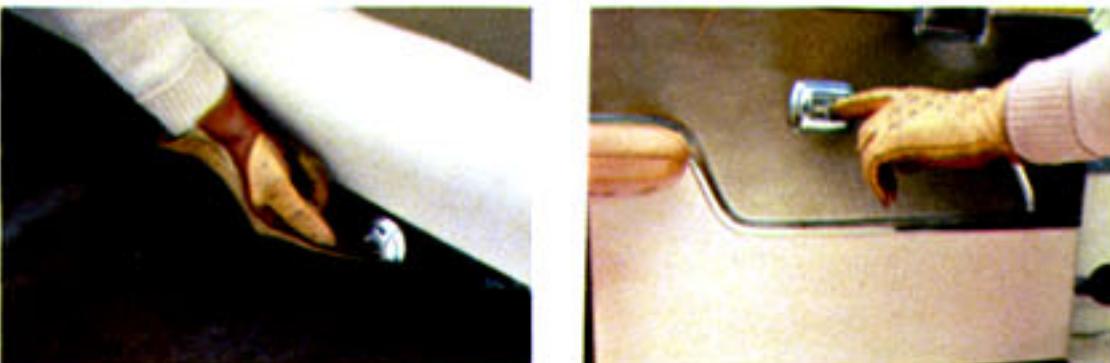
This year, we've added a new safety cone steering wheel in the interests of driver safety—the latest in a long list of Studebaker safety measures: oversize brakes, safety door latches, safety dash pad, and padded front seat tops as standard equipment; safety padded sun visors, safety belts, and exclusive Hill-Holder (to eliminate roll-back when stopped on a grade) as worthwhile options.

A NEW OUTLOOK IN DRIVING!

Visibility is greater at the controls of a Hawk—you enjoy command of the road which only wraparound windshields are supposed to offer!

If it's the Golden Hawk you're driving, the new louvers and super-charger housing add an exciting feeling of sheer power to your view of the road. And in both cars, the distinctive parking-turning lights position your fenders for you with gunsight accuracy.

If you like luxurious pleasure-car "extras," you'll be glad to know you can have them in your Studebaker Hawk, too. Power-assisted steering and brakes reduce effort still further, adding to safety and driving ease. And two-way power seat control and power window lifts are available for those who've learned how much they can contribute to easy motoring.



POWER SEAT

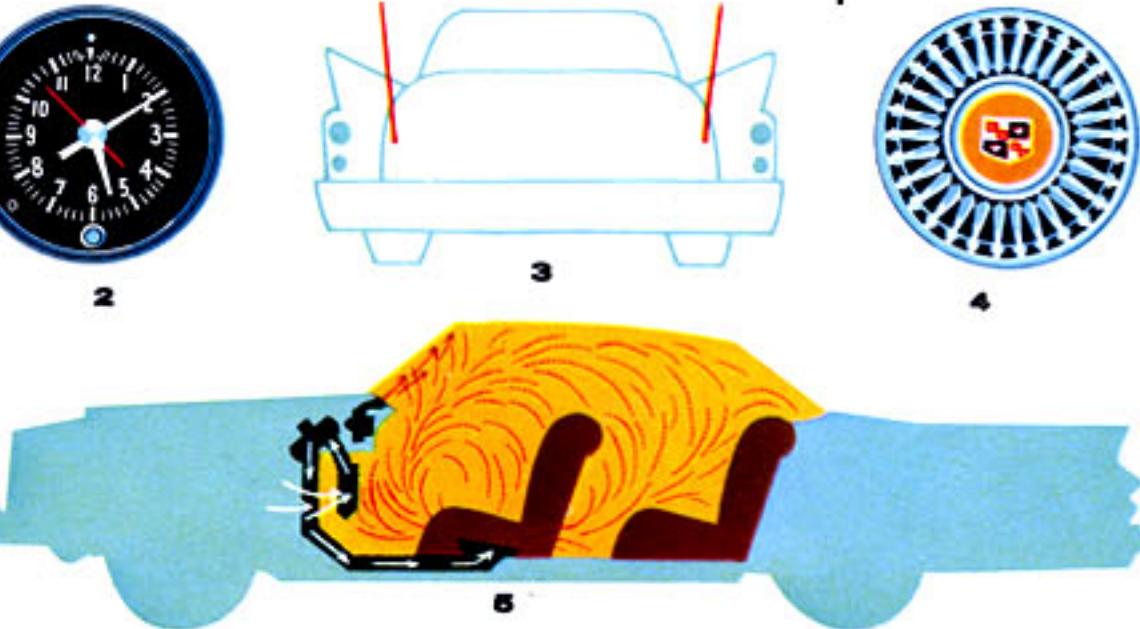
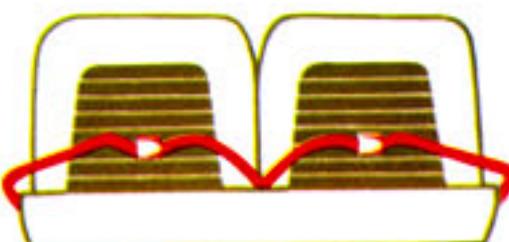
POWER WINDOWS



POWER BRAKING



POWER STEERING



GOLDEN HAWK ACCELERATION—SWIFT, SURE, INSTANT IN RESPONSE



ENGINES—GOLDEN HAWK: Sweepstakes 289 OHV V8 with Jet-Stream Supercharger—275 hp @ 4800 rpm, 333 ft.-lbs. torque at 3200 rpm. Displacement, 289 cu. in.; bore 3 1/4 in., stroke 3 1/4 in. Compression, 7.0 to 1. Dual-barrel carburetor. Paper filter air cleaner. Full pressure lubrication. 12-volt electrical system. Dual exhausts.

SILVER HAWK: Sweepstakes 289 OHV V8—210 hp @ 4500 rpm, 300 ft.-lbs. torque at 2800 rpm. With optional 4-barrel carburetor*, 225 hp @ 4500 rpm, 305 ft.-lbs. at 3000 rpm. Displacement, 289 cu. in.; bore 3 1/4 in., stroke 3 1/4 in. Compression, 7.5 to 1. Dual exhausts.

SILVER HAWK: Sweepstakes 185 L-Head Six—101 hp at 4000 rpm.

152 ft.-lbs. torque at 1800 rpm. Displacement, 185 cu. in.; bore 3 in., stroke 4 1/4 in. Compression, 7.5 to 1. Full pressure lubrication.

POWER TRAIN—TRANSMISSIONS: 3-Speed synchromesh in Silver Hawks; Overdrive in Golden Hawks. FLIGHT-O-MATIC optional at extra cost. Clutch diameter: Golden Hawk, 10 1/2 in.; Silver Hawks, 10 1/4 in. (V8), 9 1/2 (Six). Hotchkiss Drive. Twin-Traction locking-type differential* available for V8 models.

STEERING—Symmetrical center-point linkage, with exclusive variable ratio action. BRAKES—Finned drum brakes with 195 sq. in. of lining

area standard in Golden Hawk and Silver Hawk V8. Standard drum brakes with 166 sq. in. lining area in Silver Hawk Six. HILL-HOLDER* available with Standard or Overdrive transmissions.

DIMENSIONS—Wheelbase, 120.5 in. Overall length, 203.9 in. Width, 71.3 in. Height (loaded) 56.3 in. Headroom (f-r) 35.5"—34.5". Legroom, 43 1/2"—36". Hiproom 59.5"—58.0". Shoulderroom 55"—53". Shipping weight, estimated (G.H.), 3265 lbs. Tires: 7.10 x 15 (G.H.); 6.70 x 15 (S.H. V8); 6.40 x 15 (S.H. 6).

STANDARD on Golden Hawk, optional* for Silver Hawks—Chrome wheel discs, automatic trunk light, DeLuxe safety steering wheel,

safety dash pad, glove compartment light, cigar lighter, and Overdrive transmission. Optional* for both Golden and Silver Hawks—Spoke-type wheel discs, white-wall tires, tinted glass, power seats, power window controls, power steering, power brakes, Twin-Traction differential, Flight-O-Matic, safety padded sun visors, safety seat belts, and many convenient accessories. Tachometer standard on Golden Hawk.

Studebaker-Packard Corporation reserves the right to change specifications, designs or prices without notice and without incurring obligation. Information contained herein is from data available when final approval for printing was given.

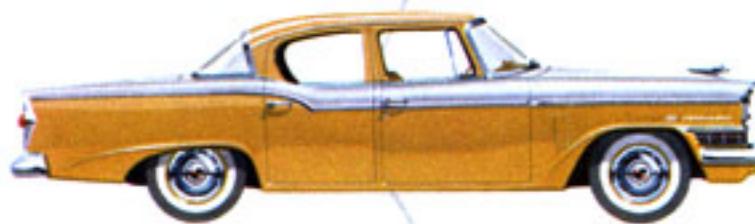
*at worthwhile extra cost

STUDEBAKER

CRAFTSMANSHIP makes the BIG difference for 1957



President Series



Commander and Champion Series
DeLuxe and Custom Models



Station Wagon Series



Hawk Series